



18 ANNUAL
COMMONWEALTH DINNER

APRIL 22, 2021

SPONSORSHIP OPPORTUNITIES



Equality Virginia is the leading statewide advocacy organization for lesbian, gay, bisexual, transgender, and queer (LGBTQ) Virginians. Equality Virginia's vision is a truly inclusive Commonwealth where everyone is valued, regardless of their sexual orientation or gender identity.

The Commonwealth Dinner is Equality Virginia's signature fundraiser and has historically been Virginia's largest black-tie gala for the LGBTQ community and its supporters. The Commonwealth Dinner attracts over 1,000 guests each year including Virginia's political, business, and non-profit leaders and influencers. EV promotes the dinner through radio, electronic, and print media to the many thousands of LGBTQ and allied Virginians.

As you know, this year has dealt us many unexpected cards, one of which being the cancellation of the 2020 dinner. With all of the legislative successes that were achieved this year we were saddened to not be able to celebrate with the community in-person at the Dinner.

This is why we are incredibly excited to let you know that we are officially going **100% virtual** for our 2021 Commonwealth Dinner, and we need your support.

Your support will make it possible for us to make this Dinner more successful than ever. Sponsoring Equality Virginia's annual dinner is an excellent way to contribute to Equality Virginia's programs, create a more equal and fair Commonwealth, and open the doors of your business to the large and loyal audience of LGBTQ and LGBTQ-friendly patrons.

For questions or more detailed information on sponsorship opportunities, please contact Mario Guevara at (803)582-9216 or mguevara@equalityvirginia.org.

Equality Virginia's commitment to anti-racism is inseparable from the work we do. If 2020 has shown us anything, it is that inequity persists in the everyday experiences of Black people, Indigenous people, and other people of color in our country. The pandemic and the uprisings for Black Lives have done even more to highlight these disparities.

We commit to become the anti-racist and equity-focused organization that the LGBTQ community in Virginia needs and deserves. To reflect that commitment, and to ensure anyone who wants to join in this celebration is able to, we will offer digital tickets at no cost to all participants. The increased accessibility of this year's Dinner opens the door for even more people across the state to enjoy this wonderful night of celebration and community. Your sponsorship will support Equality Virginia's work to secure full equality for all lesbian, gay, bisexual, transgender, and queer Virginians through education, organizing, and engagement.

Main Event Virtual Sponsorship Opportunities

Presenting Sponsor

\$25,000

- Listed on all Dinner communications and marketing materials as the Presenting Sponsor
- Social media recognition as Presenting Sponsor three (3) times prior to Dinner
- 60-second digital ad that highlights your philanthropic journey and partnership with EV emailed to membership
- An exclusive “sneak peek” of the live-streaming site and event program a week prior
- 30-second digital ad to be shown during the pre-show program
- Premiere 15-second speaking role to welcome guests during main program
- Verbal recognition from the host during the main program
- Your logo featured on the digital step and repeat during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Platinum Event Sponsor

\$10,000

- Social media recognition with Platinum Sponsors announcement
- Recognition in one promotional email to Equality Virginia membership
- An exclusive “sneak peek” of the live-streaming site and event program a week prior
- Your logo included on a 1,000-piece “Save the Date” mailing
- 20-second digital ad available on live-streaming site a week prior and during the pre-event program
- Verbal recognition from the host during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Main Event Virtual Sponsorship Opportunities

Gold Event Sponsor

\$5,000

- Social media recognition with Gold Sponsors announcement
- Your logo included on a 1,000-piece "Save the Date" mailing
- 15-second digital ad available on live-streaming site a week prior and during the pre-event program
- Verbal recognition from the host during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Silver Event Sponsor

\$3,000

- Social media recognition with Silver Sponsors announcement
- Your logo included on a 1,000-piece "Save the Date" mailing
- 10-second digital ad available on live-streaming site a week prior and during the pre-event program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Virtual Signature Sponsorship Opportunity

(only 1 of each Signature Sponsorship will be available)

After-Party Social Sponsor

\$3,000

Something we all look forward to every year is the after-party to socialize with our friends. We may have gone virtual, but that does not mean the fun ends when the final speech is made and money has been raised! Be the life of the party and help us close the event out with a bang.

- 10-second digital ad played during the after-party social
- Verbal recognition from host during the after-party social
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Equality Virginia Sponsorship Agreement

Name: _____ Phone: _____

Email: _____

Organization: _____ Title: _____

Address: _____

My company would like to participate as a virtual sponsor at the following level:

Main Event Virtual Sponsorship

- Presenting Sponsor \$25,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$5,000

Virtual Signature Sponsorship

- OUTstanding Virginians Sponsor \$3,000
- Pre-Show Sponsor \$3,000
- After-Party Social Sponsor \$3,000
- Save the Date Sponsor \$3,000

Payment:

- I have enclosed a check made payable to Equality Virginia
- We will pay at a later date (payment is due by March 22, 2021)
- Credit Card (see below)

Credit Card Information:

Card Type: VISA MasterCard American Express

Name: _____ Card#: _____

Exp: _____ CCV#: _____ Signature: _____

Return completed form to Equality Virginia
 530 E Main Street, Suite 600 • Richmond, VA 23219
 Email: mguevara@equalityvirginia.org • Fax: (804) 643-1554
 To pay by phone, please contact Mario Guevara at (803)582-9216